

# LYNCHBURG CITY COUNCIL

## Agenda Item Summary

MEETING DATE: **December 14, 2004**

AGENDA ITEM NO.: 10

CONSENT: **X**

REGULAR:

CLOSED SESSION:

(Confidential)

ACTION: **X**

INFORMATION:

ITEM TITLE: **Virginia Department of Aviation Marketing & Promotion Grant**

### RECOMMENDATION:

Approve a \$50,000 appropriation, (\$25,000 state reimbursable), for airport marketing & promotion activities; authorize the City Manager to execute related grant agreements.

### SUMMARY:

The Virginia Department of Aviation annually allocates funds for ongoing marketing & promotion activities at eligible airports on a 50/50 matching basis. These funds are used to promote existing and new airline service through print, radio, and other advertising designed to enhance public awareness of the airport's improved air service product and its close and convenient facilities and services.

PRIOR ACTION(S): N/A

### FISCAL IMPACT:

State discretionary funds of \$25,000 are available for the state portion and \$25,000 is available in the Airport Projects Grant Fund (by transfer from the airport operating fund) for the local portion.

### CONTACT(S):

Mark F. Courtney      455-6089      Airport Director

ATTACHMENT(S): Resolution

REVIEWED BY: lkp

RESOLUTION

BE IT RESOLVED That the Airport Projects Grant Fund is amended and \$50,000 is appropriated for airport marketing and promotion activities, with reimbursement of \$25,000 from state aviation discretionary funds and \$25,000 by transfer from the Airport Operating Fund FY05 budget; and,

BE IT FURTHER RESOLVED That the City Manager is authorized to execute related grant agreements.

Introduced:

Adopted:

Certified:

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Clerk of Council

176L